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ABE KRASH
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July 9, 1982

G. Carlton Adkins, Esquire
Legal Department
Philip Morris Incorporated
100 Park Avenue
New York, New York 10017

Dear Carl:

I appreciate your sending me Ernie Pebbles' memorandum on low-tar cigarette advertising. His memorandum addresses a number of the issues raised by the FTC in its statement on Barclay. We will need to develop a Philip Morris position on each of these points.

I hope that you are having a pleasant summer.

My best regards.

Sincerely,



Abe Krash

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